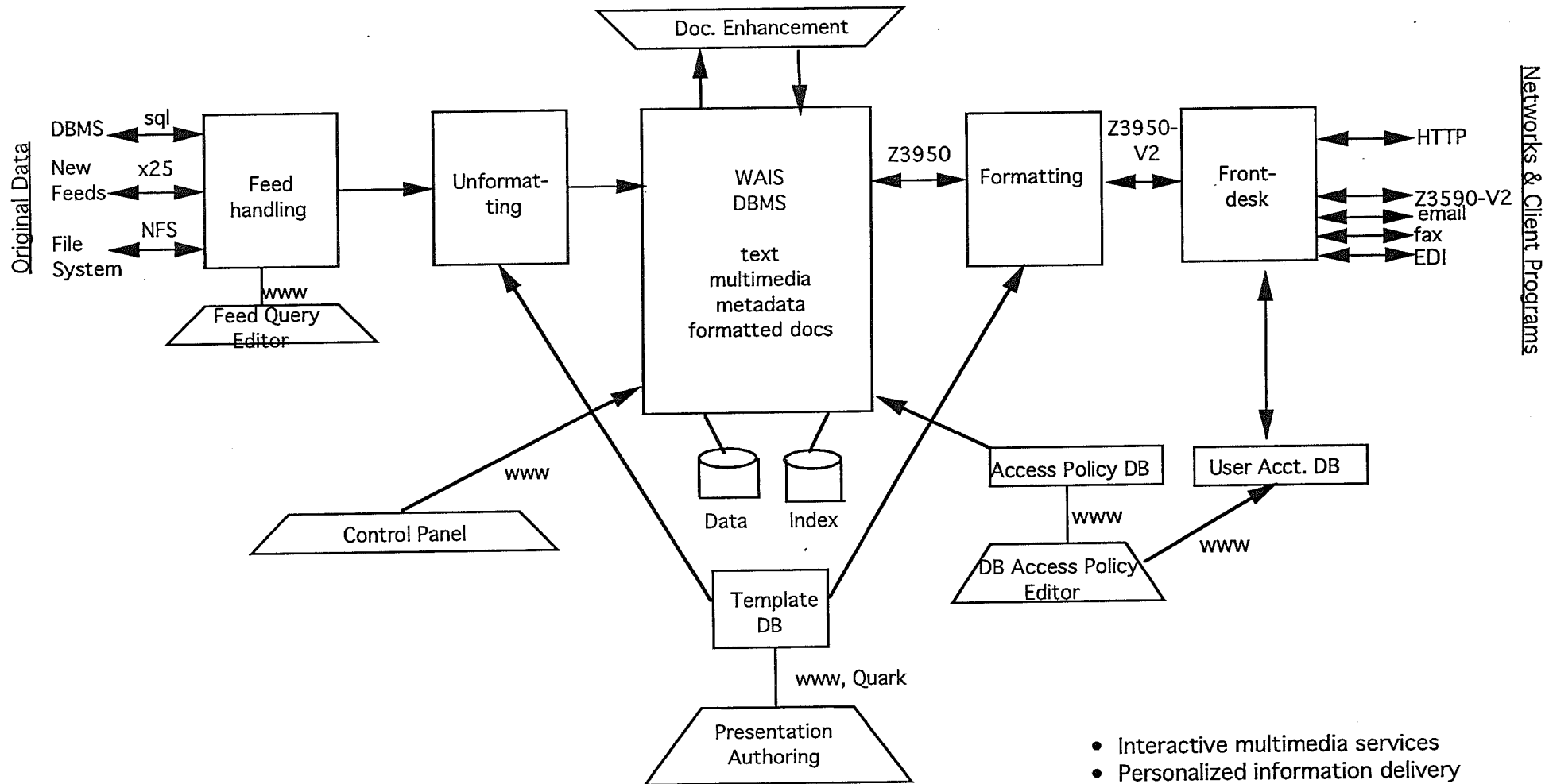


# INTERNET PUBLISHING PLANT

7/18/94

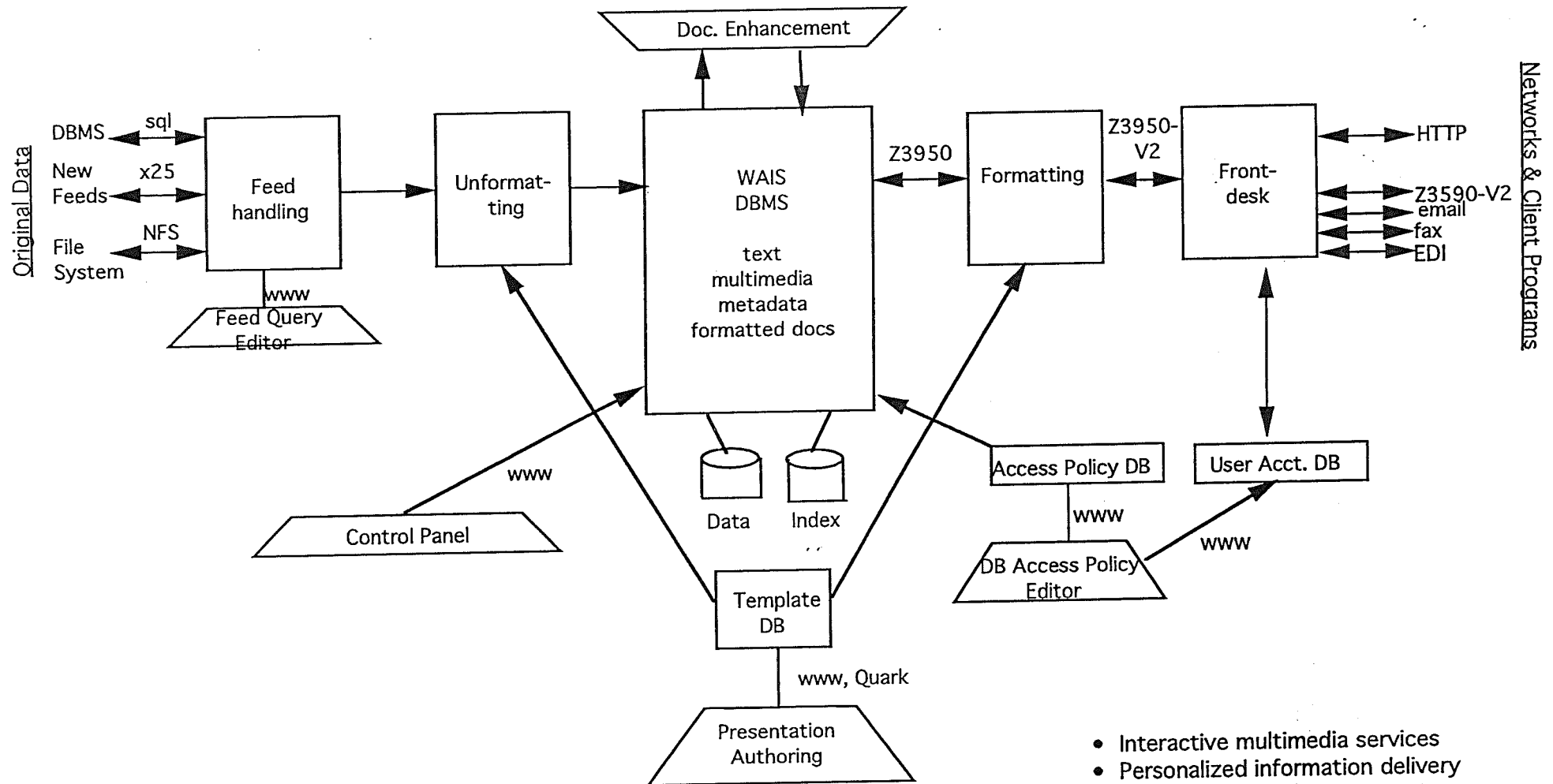
Company Confidential



# INTERNET PUBLISHING PLANT

7/18/94

Company Confidential



- Interactive multimedia services
- Personalized information delivery
- Turn-key operation for publishers

## In-house Development Plan

The components above have man-month allocations. There are additional tasks that must be performed in addition to those tasks.

Current staff is 3 (Harry, Margaret, Ben). Kevin and Dan perform minor development roles.

CD-ROM version support: 6 man-months

Client protocol toolkit: 3 man-months

Server publishing tools licensing: 6 man-months when we do it, 1 man-month to help others

Documentation: for V2 would be 1 man-month. For full system would be 6 man-months, client protocol toolkit: 1 man-month, Server publishing tools: 2 man-months.

Support: 1.5 people full time (currently 1)

Release coordinator: ?

Demonstration Client Development: 6 man-months for first demonstration.

Protocol Development and Standardization: ongoing 1 person.

1.9 Signing and bringing on line new production services deals

	<u>Sign</u>	<u>On-Line</u>	<u>Total</u>
1994	2		
Q1 95	2		
Q2 95	4	2	2
Q3 95	5	2	4
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**CLIENT TECHNOLOGY**

1.10 Identifying by August 1, 1994, five of the top client development companies to target as marketing, co-development and demonstration partners and having signed letter of intent partnership arrangements with at least three by December 31, 1994.

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1.13 Having a client development partner ship a new client program which incorporates the WAIS Z39.50 protocol by June 30, 1995

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**2. Achieve 1995 revenue goals as measured by quarterly revenues (1,000's) of:**

	<u>Products</u>	<u>Services</u>	<u>Total</u>
Q1 95	\$330	\$170	\$500
Q2 95	\$470	\$230	\$700
Q3 95	\$540	\$260	\$800
Q4 95	<u>\$670</u>	<u>\$330</u>	<u>\$1,000</u>
totals	\$2,010	\$990	\$3,000

**3. Establish a distribution process for products and services which provides WAIS access to key national and international markets as measured by:**

3.1 Having in place the telesales process and staff to sell two servers per week by August 10, 1994

5.1 Hiring a VP/Director of Development by September 30, 1994

5.2 Hiring a COO by September 30, 1994

- 3.2 Having the telesales group at a run rate of \$100k per month for the months of October 1994-December 1994
- 3.3 Having the telesales group at a run rate of \$150K per month for the months of January-June 1995
- 3.4 Having signed agreements with six U.S. VARs by January 1, 1995
- 3.5 Having signed agreements with 24 U.S. VARs by June 30, 1995
- 3.6 Having defined and functioning a VAR support process by January 15, 1995
- 3.7 Having signed distribution agreements with at least 3 International Distributor/VARs by January 1, 1995
- 3.8 Having identified and profiled the top 10 Systems Integrators for electronic publishing by January 1, 1995.
- 3.9 Having partnering agreements with at least 3 of the Systems Integrators capable of winning multi-million dollar contracts by January 1, 1995.
- 3.10 Having begun joint design and installation projects with at least two systems integrators (as defined by 3.9) by March 1, 1995.
- 3.12 Having defined the U.S. Federal Government Business Development Process by October 1, 1994 and having consolidated or staffed the office by January 1, 1995.
- 3.13 Having defined a strategy for the telesales role for Production Services by December 1, 1994 for implementation by February 1, 1995.
- 4. Implement a partnering program which insures focus on appropriate partners as defined by the Partnering Strategy document as measured by:**
  - 4.1 Signing distribution agreements by December 31, 1994 with international partners who can offer access to the largest Asian and largest European markets.
  - 4.2 Obtaining a commitment from at least two significant systems integrators by October 31, 1994 to make the WAIS, Inc. technology a significant component of their electronic publishing integration strategy.
- 5. Put in place the organizational structure which can take the company through the next two years of rapid growth as measured by:**

# WAIS Inc

*Wide Area Information Servers*

July 19, 1994

## **WAIS Inc. Production Services Operational Review Company Confidential**

**Purpose:** The goal of WAIS Inc's Production Services is to help publishing partners efficiently set up shop on the Internet. By developing WAIS-based publishing systems that meet the requirements of name-brand partners, the group also serves as a proving ground and development environment for future WAIS Inc. products. The goal for fy 94 is for the production of eight online services.

**Strategy:** By setting up procedures that allocate resources across various services, WAIS Inc. can develop high-quality for low-cost services. Our experiences can then be transferred to other WAIS Inc. customers.

**Process:** See diagrams for production services information architecture

- Client handlers: In house personnel, IPs and users will interact with our production services, with various tools for submissions and for access.
  - IPs have privileges to modify their services via
    - X.25
    - ftp (file transfers)
    - email
  - Both data for the service and control information (feed specifications, modification information, access control parameters, etc.) are provided by IPs.
- Users can access online service using
  - Mosaic and other WWW browsers
  - gopher
  - WAIS clients

1.9 Signing and bringing on line new production services deals

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3.1 Having in place the telesales process and staff to sell two servers per week by August 10, 1994



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- email

Initially, a user only accesses information from a given service, but eventually that user might submit sign-up information for billing, or profile information for premium service.

- Value added filters: Data and control information into and out of our servers is managed by systems to bring new users onto the servers and to maintain accurate, up-to-date services.

- Add, delete, modify information in the service
- Access controls and subscription services
- Ongoing usage statistics and reporting processes

Automated tools or staging areas incorporating human review can be used as needed for each service.

- Servers: Production servers are maintained in secure environments, offering verified data services to qualified users.

- Air conditioning, suitable electrical supply and hazard protection (fire, earthquake, etc.)
- Continuous, commercial operation with load monitoring, regular backups, access controls, new account acquisition, usage logs, scheduled maintenance and service
- High bandwidth Internet connection
- Processing and I/O to handle customer demand
- Maintenance of updates and service changes

**Staffing:** We have identified three major operational requirements for Production Services. Each has separate skill requirements and will eventually be staffed by separate individuals. An additional area, Customer Service, will require attention as our services go live.

- Network Services: A single resource can manage several online service operations

Internet connectivity

Machine room operations and facilities

Online services maintenance, updates, backups, and reporting

- Production Engineering: A production engineer develops tools and brings up a service then moves on to the next.

Development of feedhandling systems, and tools for IPs

Enhancement of WAIS Inc. publishing systems

Adaptation of publishing tools to service needs

- Account Management: An account manager can work with multiple publishing partners.

Single point of contact for publishing partners

## **Component Functional Overview**

### **Feed Handlers:**

Not a very well understood module yet.

#### **Functions:**

Schedules and facilitates the incoming data

Automated query generators

Currently ad hoc libraries and tools

Control panel to monitor incoming data stream

Query editor interface

X.25, SQL, IP email (Rainman), News Feeds, Netnews, NFS

#### **Partnering options:**

**Man-months to prototype: 1.5**

**Man-months to full ship: 6**

### **Unformatting:**

Currently our custom parser toolkit which requires writing C code for new formats.

#### **Functions:**

Finds fields, metadata, etc.

Formats this data for the DBMS

Can this be controlled easily? parse by example?

#### **Partnering options:**

Scripting tools available (perl is freeware, commercial versions available for SGML)

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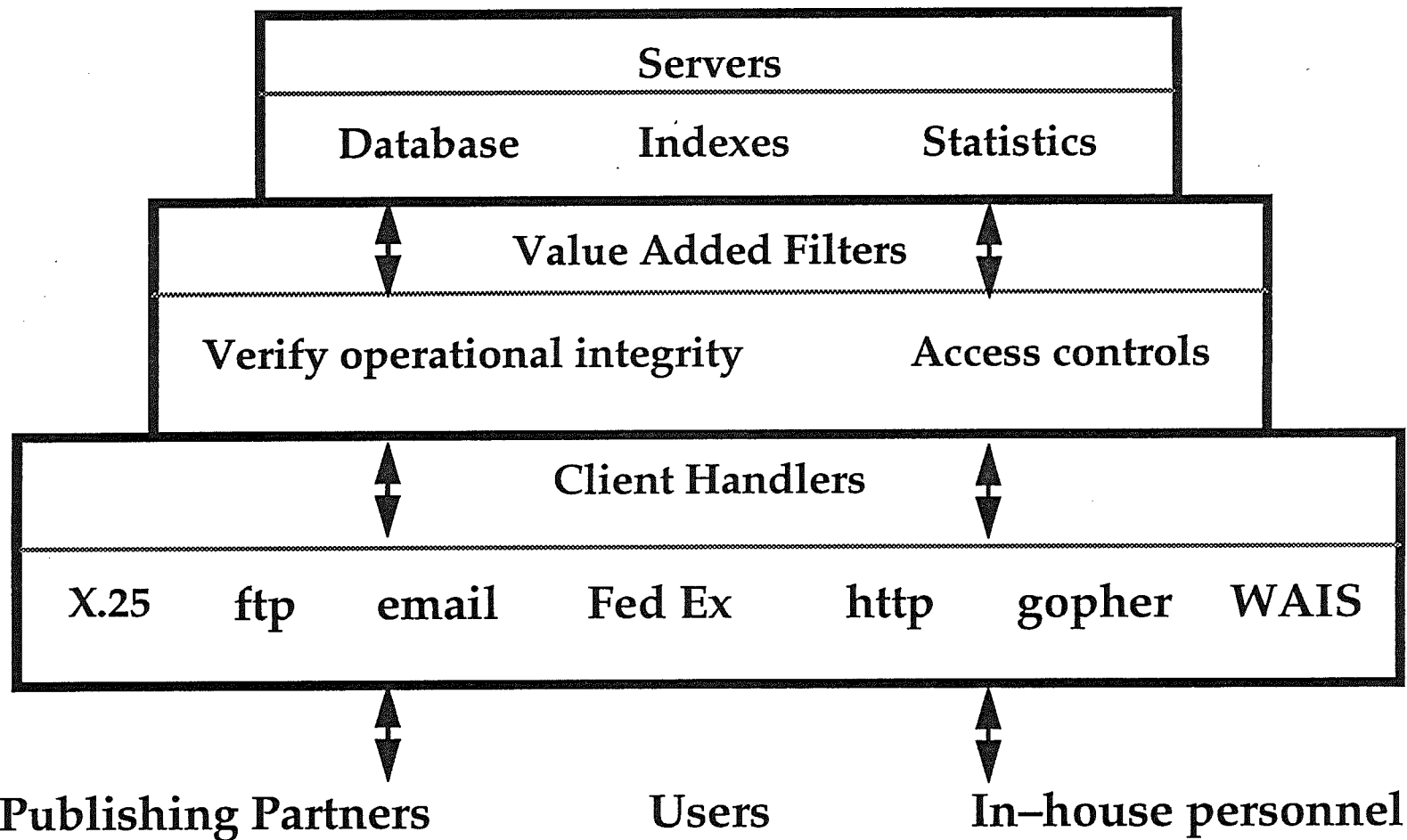
Product management for online services

Interface to WAIS Inc. sales and marketing

- Customer Service: A service group that work with users across services might be developed in house or outsourced. The requirements for such activity will be developed as our services come online.

WAIS Inc.

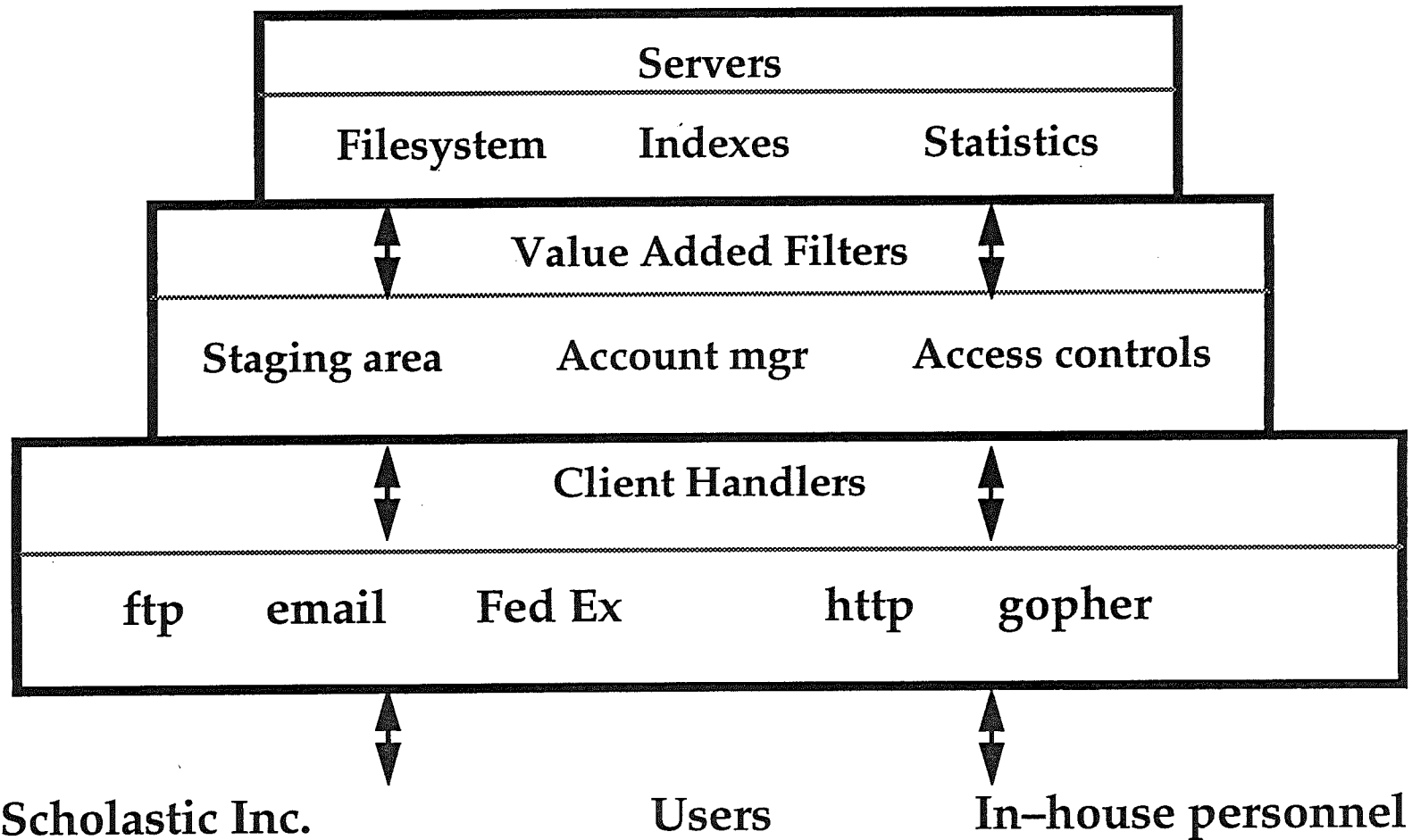
# WAIS Inc. Production Services Architecture



Company Confidential

WAIS Inc.

## Scholastic Internet Server



Company Confidential

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FORECAST#1									
END USER/VAR NAME	END-USER CITY, STATE/COUNTRY	QTY	PRODUCT	NET DOLLARS	% CLOSE	FACTORED DOLLARS	BOOKING MONTH	REVENUE MONTH	COMPETITORS
FULCRUM TECHNOLOGIES	OTTAWA, CANADA	1	ROYALTIES	50,000	90%	45,000	May-94	Jun-94	NONE
DEFENSE TECHNICAL INFO CENTER	WASHINGTON, D.C.	1	CONTRACT	35,300	90%	31,770	Jun-94	Jun-94	NONE
PRC INC. (OPEN SOURCE)	McLEAN, VIRGINIA	1	CONTRACT	17,400	90%	15,660	Jun-94	Jun-94	NONE
NEWBRIDGE PUBLISHING/NOVX	SEATTLE, WA	1	SINGLE	6,500	90%	5,850	Jun-94	Jun-94	?
CONQUEST SOFTWARE	PATUXENT, MD	MANY	ROYALTIES	5,000	90%	4,500	Jun-94	Jun-94	NONE
THE ANALYTIC SCIENCE CORP	READING, MA	1	SINGLE	15,000	80%	12,000	Jun-94	Jun-94	FREEWARE
NATIONAL SCIENCE FOUNDATION	ARLINGTON, VA	1	SINGLE	15,000	80%	12,000	Jun-94	Jun-94	?
CURTIN UNIVERSITY	PERTH, AUSTRALIA	1	RENEW & UPGR	10,000	80%	8,000	Jun-94	Jun-94	NONE
FOREIGN BROADCAST INFO SERVICE/SAIC	McLEAN, VA	1	SINGLE	10,000	80%	8,000	Jun-94	Jun-94	?
PACIFIC BELL	SAN RAMON, CA	1	RENEW & UPGR	10,000	80%	8,000	Jun-94	Jun-94	NONE
US GEOLOGICAL SURVEY	DENVER, CO	1	RENEW & UPGR	10,000	80%	8,000	Jun-94	Jun-94	NONE
RICE UNIVERSITY	HOUSTON, TX	1	RENEW	5,000	80%	4,000	Jun-94	Jun-94	NONE
NATIONAL LAW JOURNAL	NEW YORK, NY	1	SINGLE	15,000	70%	10,500	Jun-94	Jun-94	?
TOTALS FOR JUNE 1994				204,200		173,280			
NATIONAL TECHNICAL INFO SERVICE	WASHINGTON, D.C.	1	SINGLE & CUSTOM	21,000	80%	16,800	Jun-94	Jul-94	?
EG&G IDAHO, INC.	IDAHO FALLS, ID	1	SINGLE	5,000	80%	4,000	Jul-94	Jul-94	NONE
SYNOPSIS	MOUNTAIN VIEW, CA	1	ENTERPRISE	80,000	70%	56,000	Jun-94	Jul-94	FRAME
CMG/BOOKLINK	BOSTON, MA	1	SNGL & SOURCE	55,000	70%	38,500	Jun-94	Jul-94	?
GETTYSBURG COLLEGE	GETTYSBURG, PA	1	SINGLE	15,000	70%	10,500	Jun-94	Jul-94	?
US GEOLOGICAL SURVEY	RESTON, VA	1	SINGLE	15,000	70%	10,500	Jun-94	Jul-94	?
INDUSTRIAL TECHNOLOGY INSTITUTE (ITI)	ANN ARBOR, MI	1	SINGLE	15,000	60%	9,000	Jun-94	Jul-94	?
SUMMARY CORPORATION	HOUSTON, TX	1	SINGLE	15,000	50%	7,500	Jun-94	Jul-94	?
TOTALS FOR JULY 1994				221,000		152,800			
LOC BOOKS GUY	WASHINGTON, D.C.	1	SINGLE	15,000	80%	12,000	Jul-94	Aug-94	?
CAMBRIDGE SCIENTIFIC ABSTRACTS	BETHESDA, MD	1	SINGLE	12,000	80%	9,600	Jul-94	Aug-94	?
UNIVERSITY OF TENNESSEE	KNOXVILLE, TN	1	SNGL & UPGR	7,450	80%	5,960	Jul-94	Aug-94	NONE
BOEING COMPUTER SERVICES	SEATTLE, WA	1	RENEW	5,000	80%	4,000	Jul-94	Aug-94	NONE
INTEL CORPORATION	HILLSBORO, OR	1	RENEW	5,000	80%	4,000	Jul-94	Aug-94	NONE
MAR CORP	SAN MATEO, CA	1	RENEW	5,000	80%	4,000	Aug-94	Aug-94	NONE
NEW ZEALAND IRD/ELECTRONIC DOCUMENT MGT CO	WELLINGTON, NEW ZEALAND	1	ENTERPRISE	104,000	70%	72,800	Jul-94	Aug-94	BASIS PLUS
MORGAN STANLEY & CO	NEW YORK, NY	1	SINGLE	15,000	70%	10,500	Jul-94	Aug-94	?
DRAPER LABORATORY	CAMBRIDGE, MA	1	SINGLE	15,000	60%	9,000	Jul-94	Aug-94	?
KKSF/KDFC RADIO	SAN FRANCISCO, CA	1	SINGLE	15,000	60%	9,000	Jul-94	Aug-94	FREEWARE
TEST DRIVE	SANTA CLARA, CA	1	SINGLE	15,000	60%	9,000	Jul-94	Aug-94	?
SANDIA NATIONAL LABORATORIES	LIVERMORE, CA	1	SINGLE	15,000	50%	7,500	Jul-94	Aug-94	?
NOAA ENVIRONMENTAL INFO SERVICES	WASHINGTON D.C.	1	SINGLE	15,000	50%	7,500	Jul-94	Aug-94	?
GRAPHIC COLORWORKS	DUBLIN, IRELAND	1	SINGLE	17,250	40%	6,900	Jul-94	Aug-94	?
CONGRESSIONAL RESEARCH SERVICE	WASHINGTON, D.C.	1	SINGLE	15,000	40%	6,000	Jul-94	Aug-94	?
ELECTRONIC POWER RESEARCH INSTITUTE	PALO ALTO, CA	1	SINGLE	15,000	40%	6,000	Jul-94	Aug-94	?
AGC - FORD MOTOR/HEWLETT-PACKARD	DEARBORN, MICHIGAN	1	SINGLE	15,000	40%	6,000	Jul-94	Aug-94	EXCALIBUR
UC IRVINE	IRVINE, CA	1	SINGLE	15,000	40%	6,000	Jul-94	Aug-94	?
TOTALS FOR AUGUST 1994				320,700		195,760			
CONQUEST SOFTWARE	PATUXENT, MD	MANY	ROYALTIES	5,000	90%	4,500	Sep-94	Sep-94	NONE
OPEN SOURCE	WASHINGTON, D.C.	1	ENTERPRISE PLUS	160,000	80%	128,000	Aug-94	Sep-94	?
DEFENSE TECHNICAL INFO CENTER	WASHINGTON, D.C.	1	SINGLE	15,000	80%	12,000	Aug-94	Sep-94	?
LAWRENCE LIVERMORE NATIONAL LABORATORY	LIVERMORE, CA	1	RENEW	5,000	80%	4,000	Aug-94	Sep-94	?
EAST VIEW PUBLICATIONS	PLYMOUTH, MA	1	SINGLE	15,000	40%	6,000	Aug-94	Sep-94	?
JOHNS HOPKINS UNIVERSITY	BALTIMORE, MD	1	SINGLE	15,000	40%	6,000	Aug-94	Sep-94	?
NAVAL RESEARCH LABORATORY	WASHINGTON D.C.	1	SINGLE	15,000	40%	6,000	Aug-94	Sep-94	?

TOTALS FOR SEPTEMBER 1994				FOCUS #1	166,500			
NATIONAL TECHNICAL INFO SERVICE	WASHINGTON, D.C.	1	SUPPORT	10,000	80%	8,000	Sep-94	Oct-94
ECONET/IGC	PENINSULA, SF BAY	1	SINGLE	15,000	40%	6,000	Sep-94	Oct-94
								?
TOTALS FOR OCTOBER 1994				25,000		14,000		
TOTALS FOR ALL MONTHS				1,000,900		702,340		

<b>WHAT OBSTACLES MUST BE OVERCOME TO SECURE A PURCHASE ORDER TODAY?</b>
NEED TO SIGN ACTUAL CONTRACT - TARGETED FOR JUNE 1ST
\$33K OF TOTAL WAS INVOICED IN JANUARY 1994
ALL WAS INVOICED IN JANUARY 94
HAS STATED THAT CHECK WILL BE SENT SOON
FIRST QTR OF \$20K LICENSE
DOWNLOADED WAISGATE TO EXAMINE VS FREEWARE 0.3
EVAL COMPLETE & QUOTE FAXED ON MAY 24
CONTACT CUSTOMER AND ADVISE OF NEED TO RENEW AND UPGRADE
\$10K STILL OWED FROM FBIS - NEW PROJECT MGR AT SAIC
RENEW WORKSTATION LICENSE ON JUNE 23, 1994 AND UPGRADE TO FULL SERVER
LICENSE RENEWAL DUE ON 6/16/94 & UPGRADE
LICENSE RENEWAL DUE ON 2/8/94
EVAL STILL PENDING - CHECKING IF WE CAN INVOICE ON JUN 1 & RETURN ON JUN 30 IF NOT OK
\$21K FOR SERVER & CUSTOMIZATION, \$10K LATER FOR SUPPORT
RENEWAL OF LICENSE DUE ON 7/25/94
RE-BID AND WHAT PLATFORMS TO BE SUPPORTED QUESTIONNAIRE
PROPOSAL VIA NICK SCHARF- FOLLOW-UP WEEK OF MAY 30
UNDER EVAL SINCE DEC 22, 93 - NEEDS TO LICENSE
CUSTOMER SAYS PAPERWORK FOR PO NO LATER THAN JUNE 30
HAS HAD EVAL SINCE FEB 23
ATTEMPTING TO DETERMINE WHAT STATUS OF EVALUATION IS
PER KEVIN
\$3,000 ALREADY PAID FOR EVAL, NET VALUE OF SALE = \$12,000
HAS PROPOSAL TO UPGRADE TO SITE (\$44,800) AND ENTERPRISE (\$127,800)
RENEWAL OF LICENSE AND CUSTOMER HAS PURCHASED SOURCE CODE
RENEWAL OF LICENSE DUE ON 8/4/94
RENEWAL OF LICENSE DUE ON 8/25/94
EDM SUBMITTED LATEST BID ON MAY 23. BID AWARD BY MID-JULY
MORGAN STANLEY'S EVAL AGREEMENT SIGNED & RETURNED TO THEM ON MAY 31, 94
NEW EVAL AS OF MAY 24TH
INCREMENTAL INDEXING A POSSIBLE ISSUE
DEVELOPING MOSAIC SERVER - WILL BEGIN EVAL ON JUNE 10
EVALUATION TO BEGIN EARLY JUNE 94
LONGITUDE/LATITUDE SEARCH WILL BE AN ISSUE
NEW PROSPECT
ADDITIONAL SITE LICENSE TO EXISTING CONTRACT
CUSTOMER HAS REPORTED MANY FRUSTRATIONS TO WAIS TECH SUPPORT - WAITING ON WAIS TO CONVINCE
FORD NEEDS COMMITMENT OF HP PLATFORM AT WAIS & IN-PLACE SERVERS
EARLY IN THE PROCESS
SECOND QTR OF \$20K LICENSE
ENTERPRISE & SINGLE & ONE MULTI-PROCESSOR UPGRADE
RENEW OF LICENSE DUE ON 9/9/94
AMERICAN PROVIDER OF RUSSIAN PUBS IN USA - DISCUSSING POSSIBLE EVAL AT THIS TIME
HAS BEEN WAITING ON EVAL PLATFORM TO BECOME AVAILABLE
INITIAL INTEREST QUESTION SESSIONS COMPLETED - EVAL IS NEXT

SUPPORT PACKAGE FOR PORTION OF CONTRACT SOLD IN JUNE 94
SAYS SEVERAL MORE MONTHS UNTIL THEY ARE ON-LINE

FORECAST2#1

*WAIS Inc.*

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Wide Area Information Servers, Inc  
Spring, 1994

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